Imperial Time Trip

PHILIP MORRIS
INCORPORATED
100 PARK AVENUE, NEW YORK, N.Y. 10017

ALEXANDER HOLTZMAN
ASSOCIATE GENERAL COUNSEL

May 4, 1977

Mr. Andrew Whist
Philip Morris Ltd.
One Little Collins Street
Melbourne, Victoria 3000
Australia

Dear Andrew:

I'm delighted that you will be a member of the Philip Morris delegation at Operation Berkshire. I would like to suggest that we plan to meet in London on Tuesday, May 31 so that we may confer with Bill Murray that evening and the following day prior to going down to Bath. Hugh Cullman has suggested -- and I agree -- that it may be advisable for us to have a session with the delegates from BAT in London in the event there is any common strategy or policy we wish to develop.

You may not know Philip Morris Europe has had several meetings with representatives of BAT to discuss cooperation on the smoking and health front. One result of these meetings has been the development of a position paper, a copy of which I enclose, which states certain principles agreed to by both companies. PME and BAT are both very keen to table this paper for discussion at the meeting to determine whether the other companies might be in agreement with these principles. I understand that Paul Isenring is preparing a follow-up to this document outlining certain specific plans for attacking particular problems arising in various parts of Europe. I shall forward that paper when I receive it.

2025025310

Source: https://www.industrydocuments.ucsf.edu/docs/srbb0003

Please let me know if you have any ideas or questions about the meeting. I shall look forward with pleasure to being with you in England.

Best regards.

Sincerely,

Alexander Holtzman

AH/f
Enclosure

2025025311

Source: https://www.industrydocuments.ucsf.edu/docs/srbb0003